

III. F - SIGN REGULATIONS



F - Sign Regulations

I. General Provisions

Signs in the Corona Downtown Revitalization Specific Plan area, including temporary signs, shall be erected, constructed, altered, and maintained in accordance with Chapter 17.74 of the Corona Municipal Code and the following table. All signs shall also conform to the Sign Design Guidelines in section IV of this Specific Plan.

All signage area shall be based one (1) square foot of sign area for each linear foot of lot or building frontage up to the maximum allowed in Table III-4.

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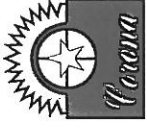


TABLE III-4
SIGN REGULATION MATRIX

DISTRICT	PERMITTED	PROHIBITED	NOTES
D	<ul style="list-style-type: none"> Monument: 24 sq. ft. max, 3 ft. ht. maximum Building: 150 sq. ft. maximum (inclusive of painted wall signs) A-frame: 6 sq. ft. maximum, maintain 4 ft. minimum walkway clearance* Internal window neon: 6 sq. ft. maximum Projecting signs: 4 sq. ft. maximum Awning signs: All sign copy is limited to valance flap Window signs: 10 sq. ft. maximum, not to exceed 20% of window area. 	<ul style="list-style-type: none"> Backlit illuminated awnings Internally illuminated signs "Can" type building wall signs Any sign prohibited by the Corona Municipal Code and not expressly "Permitted" in this Specific Plan Single pole signs 	<ul style="list-style-type: none"> Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas.
TC	<ul style="list-style-type: none"> Monument: 25 sq. ft. maximum, 5 ft. ht. Maximum Building: 150 sq. ft. maximum Heritage pole sign 	<ul style="list-style-type: none"> "Can" type building wall signs Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan Single pole signs 	<ul style="list-style-type: none"> Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas. Heritage pole signs, including but not limited to the following, shall be preserved for their unique character and historical importance in the Downtown: <ul style="list-style-type: none"> Cupid's Restaurant pole sign; Bear Muffler pole sign; Crown Motel pole sign, and Chuckwagon Restaurant pole sign.

Note: Signage based on 1 sq. ft. of sign area for each 1 lineal foot of lot or building frontage

*A-frame signs are permitted only for pedestrian oriented uses such as sidewalk cafes, shops and galleries. They are not permitted for vehicle oriented uses such as motive, drive-through, office or manufacturing uses.

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DISTRICT	PERMITTED	PROHIBITED	NOTES
GC	<ul style="list-style-type: none"> ♦ Pylon or monument: 50 sq. ft. maximum, 15 ft. ht. Maximum ♦ Building: 150 sq. ft. maximum ♦ Heritage pole sign ♦ Parcel identification signs may be placed in the building setback per CMC 17.74.190(A)(4). 	<ul style="list-style-type: none"> ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Any "can" type sign which utilizes a white or yellow field or background 	<ul style="list-style-type: none"> ♦ Heritage pole signs, including but not limited to the following, shall be preserved for their unique character and historical importance in the Downtown: <ul style="list-style-type: none"> ♦ Cupid's Restaurant pole sign; ♦ Bear Muffler pole sign; ♦ Crown Motel pole sign, and ♦ Chuckwagon Restaurant pole sign
CS	<ul style="list-style-type: none"> ♦ Double pylon or monument: 150 sq. ft. maximum, 20 ft. ht. maximum ♦ Building: 150 sq. ft. maximum ♦ Message board allowed for Civic Uses 	<ul style="list-style-type: none"> ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs 	
GB	<ul style="list-style-type: none"> ♦ Double pylon or monument: 200 sq. ft. maximum, 40 ft. ht. maximum (except along Grand Blvd.); Freeway-oriented signs allowed only within 300 ft. of freeway right-of-way ♦ Monument: 24 sq. ft. maximum, 4 ft. high maximum (along Grand Boulevard) ♦ Building: 150 sq. ft. maximum 	<ul style="list-style-type: none"> ♦ "Can" type building wall signs ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs 	<ul style="list-style-type: none"> ♦ Double pylon signs subject to review and approval by the City ♦ Double pylon signs shall maintain visual clearance between 3 ft. and 10 ft. above the ground
RO	<ul style="list-style-type: none"> ♦ Monument: 24 sq. ft. maximum, 4 ft. high maximum (Materials restricted to wood and masonry. External illumination only) ♦ Building: 24 sq. ft. maximum 	<ul style="list-style-type: none"> ♦ "Can" type building wall signs ♦ Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan ♦ Single pole signs 	

Note: Signage based on one (1) square foot of sign area for each one (1) lineal foot of lot or building entry.

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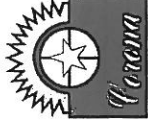


TABLE III-4
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DISTRICT	PERMITTED	PROHIBITED	NOTES
MF	<ul style="list-style-type: none"> Monument: 24 sq. ft. maximum, 4 ft. high maximum (Materials restricted to wood and masonry. External illumination only) Building: 40 sq. ft. maximum 	<ul style="list-style-type: none"> "Can" type building wall signs Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan Single pole signs 	
SF	<ul style="list-style-type: none"> Real Estate: 4 sq. ft. maximum Building: 4 sq. ft. maximum 		
BP	<ul style="list-style-type: none"> Monument: 60 sq. ft. maximum, 5 ft. high maximum Building: 150 sq. ft. maximum 	<ul style="list-style-type: none"> "Can" type building wall signs Any sign prohibited by the Corona Zoning Ordinance and not expressly "Permitted" in this Specific Plan 	<ul style="list-style-type: none"> Location of monument sign shall not create a traffic or visual hazard and shall not be constructed within corner cut-off areas
OS	<ul style="list-style-type: none"> Monument: 24 sq. ft. maximum, 3 ft. maximum 		

Note: Signage based on one (1) square foot of sign area for each one (1) lineal foot of lot or building entry.

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2. Removal of Nonconforming Signs Incentive

a. Purpose

In order to enhance the image and develop a unified theme for Downtown, it is desirable to encourage the removal of nonconforming signs at a rapid pace in the Downtown (D) and Transitional Commercial (TC) Districts. Therefore, in order to encourage the removal of nonconforming signs, the City may offer owners of nonconforming signs the following incentives to hasten their removal.

b. Requirements

All nonconforming signs shall be removed (except heritage signs) within five (5) years of the date of adoption of this Specific Plan. Upon adoption of the Specific Plan, the City shall advise all property owners with non-conforming signs of the new requirements and the City's incentive program for removal. At the conclusion of the five-year period, it shall be a violation of the City's ordinance to have any non-conforming signs on the property, and the City will undertake enforcement measures to have the signs removed.

Downtown (D) District and Transitional Commercial (TC) District and Non-conforming Signs:

- ♦ Pole signs;
- ♦ Backlit illuminated awning sign; and,
- ♦ Internally illuminated can sign.

c. Incentive Program

Owners of nonconforming signs may at their discretion choose to participate in the following sign removal incentive program. The City will select a number of applicants each year to participate in the program based on the priority list of signs provided above and the availability of funds.

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2. Removal of Non-Conforming Signs (continued):

In order to qualify for the nonconforming sign removal incentive, a sign proposed to be removed must have been a legal conforming sign at the time of its original placement. (In other words, the sign cannot be illegal).

The nonconforming sign removal incentive program is a four (4) year program commencing on the effective date of this Specific Plan. The program is designed to encourage the rapid removal of the least desirable types of signs by providing larger incentives in the early years and tapering off to no incentives in the fifth year.

The incentives which may be provided are as follows:

Year One

- ♦ Free removal of nonconforming sign.
- ♦ Payment of an incentive bonus of \$1,000 for pole signs, \$500 for all others.
- ♦ Free design service to provide conforming, attractive sign sketches.*

Year Two

- ♦ Free removal of nonconforming sign.
- ♦ Free design service to provide conforming, attractive sign sketches*

Years Three and Four

- ♦ Free removal of nonconforming sign.

**Those participants availing themselves of the free design service must agree to utilize one of the alternative sketches provided and to erect a new sign within three (3) months of receiving the sketch designs. If said new sign is not erected, the participant will be required to reimburse the City for the cost of the sign design service.*

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3. Sign Design Guidelines

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Signs in Downtown Corona should advertise a place of business or provide directions and information. An effective sign and graphics system functions not as a separate entity but as an integral part of the built environment. Carefully planned, signs communicate essential information, while also ordering and enhancing the architectural character of Downtown. A sign's use of color, its size, shape placement, and selection of lettering can attract or detract from its effectiveness. An effectively designed sign should:

- ♦ Be compatible with the surrounding physical and visual character of the area;
- ♦ Promote the "individuality" of establishments;
- ♦ Identify the business clearly and attractively;
- ♦ Enhance the building on which it is located; and,
- ♦ Reduce the amount of visual clutter caused by excessive and poorly placed signage.

This Specific Plan has regulations to help control the size, location, and number of signs, but code restrictions alone may not be enough. Design criteria are needed to encourage and coordinate well-designed signs. The following sign guidelines are intended to assure the local merchant that all other Downtown commercial establishments are similarly regulated.

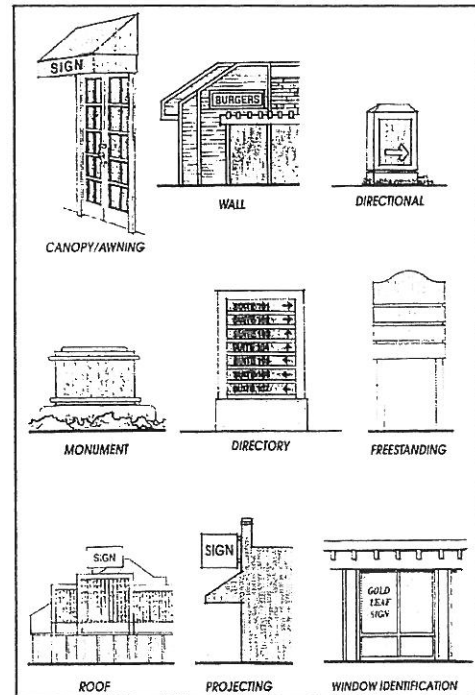
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a. Preferred Sign Types

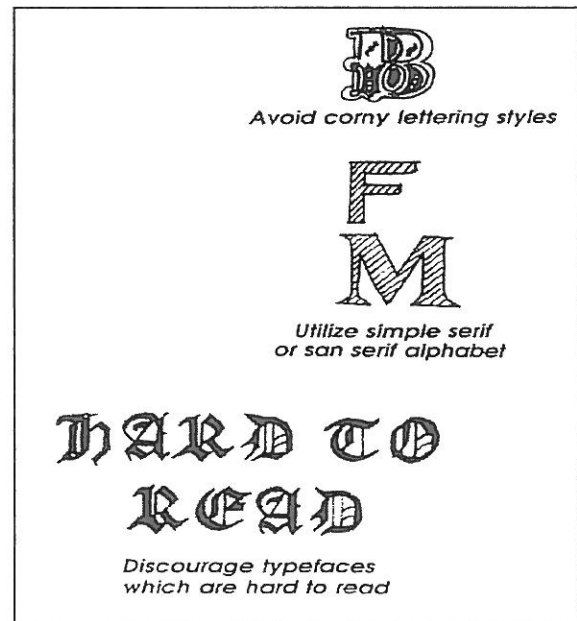
While many sign types are permitted in Downtown, the following sign types are preferred.

- (1) Under canopy signs;
- (2) Business wall mounted ID signs in sign board area at upper portion of first story;
- (3) Awning signs;
- (4) Blade or projecting signs;
- (5) Murals and supergraphics not advertising a business (painted on a wall surface);
- (6) Permanent painted window signs, first floor limited to 20% of the window area;
- (7) Building signs containing the name of the business at rear entrances used by customers; and,
- (8) Signs made of carved or sandblasted wood.



b. General Design Guidelines

- (1) Clear Sign Message
 - (a) Use a brief message. The fewer the words, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.
 - (b) Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate.

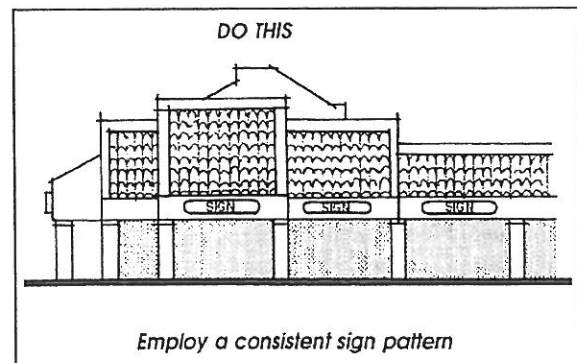
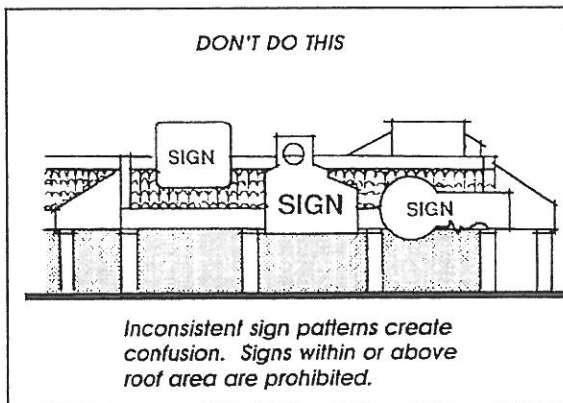
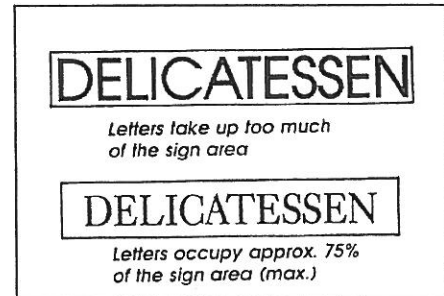


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b. General Design Guidelines (continued):

- (c) Lettering should be in proportion to the size of the sign. As a rule of thumb, the recommended size of letters is between one-third (1/3) to one-half (2) the height of the sign.
- (d) Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.



- (e) Use widely recognized logos rather than print/test whenever possible.
 - (f) Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller that sign need be.
- (2) **Sign Color**
- (a) Colors should be selected to contribute to legibility and design integrity of signage. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection.
 - (b) A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.

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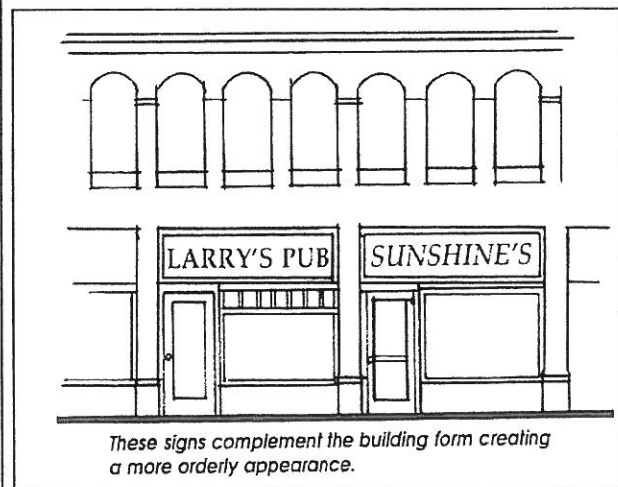
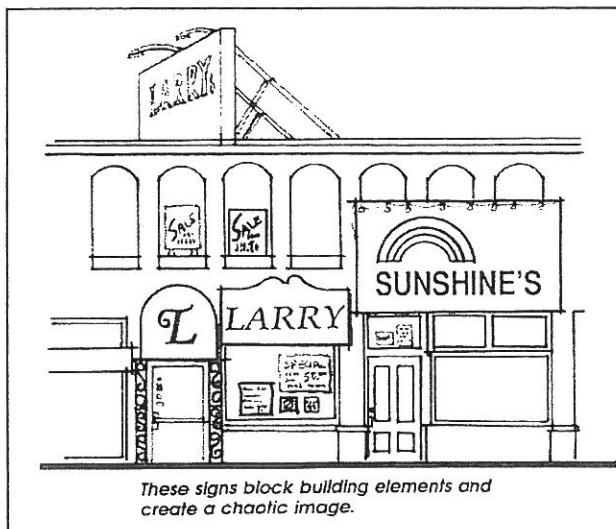


b. General Design Guidelines (continued):

- (c) Limit colors the three on a single sign. Color is most effective when used simply. Too many colors, particularly accent colors, may distract the reader, reduce legibility, and make the sign less effective.
- (d) Vertical or horizontal wooden signs can be effectively utilized in a variety of different ways on windows, building surfaces or as accent bands. A wooden wall sign can be painted or stained and sealed for a more natural look, depending upon the appearance of the surrounding structures. Lettering can consist of metal or raised wood and when placed within a sign band, will serve to unify the building facade. Carved or sandblasted wood signs are also appropriate.
- (e) Metal sign panels can utilize raised lettering on metal bands. Printing and lettering can also be applied directly to a flat metal sign band with letters consisting of wood, acrylic or metal.

(3) Sign Architectural Compatibility

- (a) Signs should make a positive contribution to the general appearance of the street and neighborhood in which they are located.



- (b) Sign size should be proportionate. The size and shape of a sign should be proportionate with the scale of the structure.

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b. General Design Guidelines (continued):

- (c) Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building and the character of the neighborhood.
- (d) Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. In many buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- (e) As an alternative to an attached sign, lettering may be painted directly on the building facade. This method resembles a wooden or metal band but does not require the introduction of another material.

c. Wall Mounted Signs

- (1) The identification of each building or store's address in six-inch high numbers over the main entry doorway or within ten feet of the main entry is recommended.
- (2) Sign lettering for storefront wall mounted signs should meet the following recommendations:
 - (a) For store fronts 30' wide or less, a maximum letter height of 8" is recommended,
 - (b) For store fronts 30' - 60' wide, a maximum letter height of 12" is recommended,
 - (c) For store fronts 60" wide or greater, a maximum letter height of 16" is recommended.

d. Awning Signs

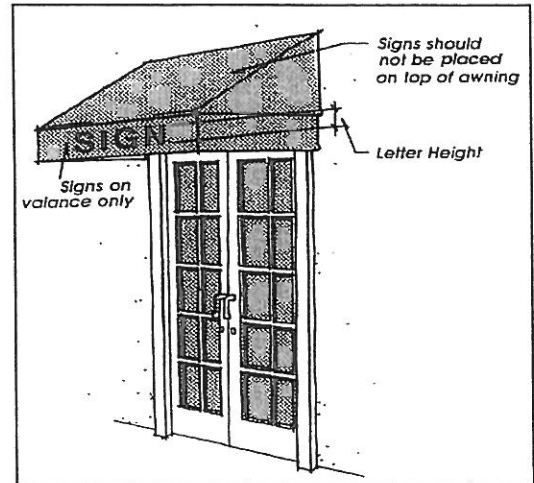
An awning is a roof-like covering or shelter, which is usually constructed of canvas or other fabric extending over a pedestrian walkway. Awnings provide shelter from weather, provide scale to the building architecture, and add color and liveliness to the pedestrian path and street.

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d. Awning Signs (continued):

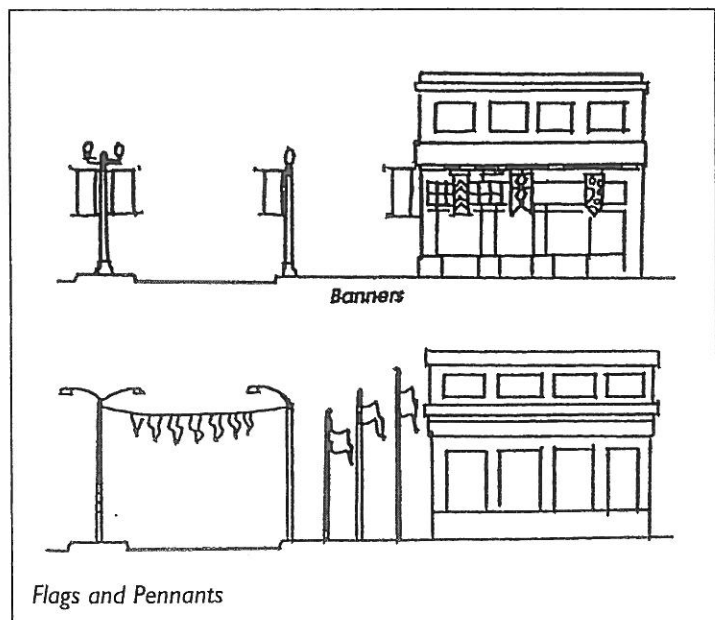
- (1) An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message painted, printed, sewn, or stained onto the awning or awning flap.
- (2) The sign on awnings should be placed on the awning flap. The flap should be at least eight (8) inches in height so that the letters and symbols can be big enough to read easily.
- (3) The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.



e. Banner Signs

A banner sign is a logo or design placed on a lightweight material that can move with the wind. Banner signs should not be confused with flags or pennants. A banner sign is intended to add liveliness, color, and a sense of movement to a pedestrian-oriented street and sidewalk.

- (1) Banners are encouraged along pedestrian-oriented streets, in plazas, and in commercial centers.
- (2) Banners should not extend more than five (5) feet from the building or one-third (1/3) the width of a public sidewalk, whichever is less.
- (3) Banners along the same block of a street should be set at generally the same angle from the buildings.

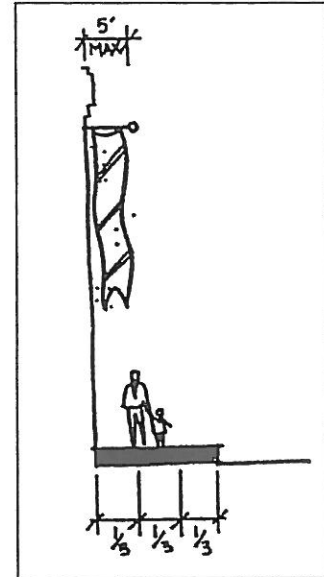
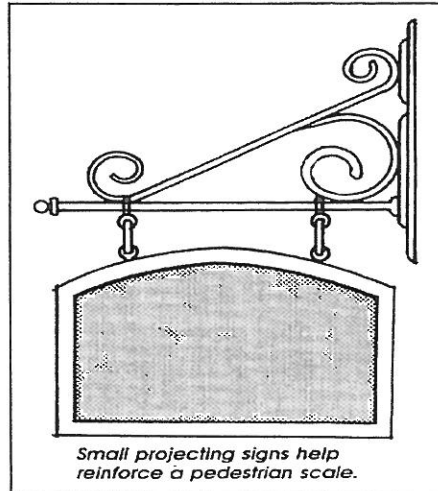


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e. **Banner Signs (continued):**

- (4) Banners should reflect the informality and excitement of color and movement.



f. **Hanging Signs**

A hanging sign is a sign suspended from a support and projects from the building wall. Similar to awning signs and banners, a hanging sign can add interest and vitality to a street. Hanging signs can include pictorial images, logos, and symbols. A hanging sign is generally intended to read by pedestrians along a sidewalk or arcade, and motorists in slow-moving vehicles.

- (1) The size of a hanging sign should be proportional to the building facade to which it is attached and typically, should not exceed ten (10) square feet.
- (2) A hanging sign should be hung perpendicular to and should not project more than four (4) feet from the face of the building.
- (3) To minimize visual clutter, hanging signs should not be located within close proximity to other hanging signs or projecting signs, preferably at least twenty-five (25) feet from each other.
- (4) The placement of a hanging sign should not impede the safe movement of people or vehicles within a public right-of-way and should be properly secured to a building in a structurally sound manner.

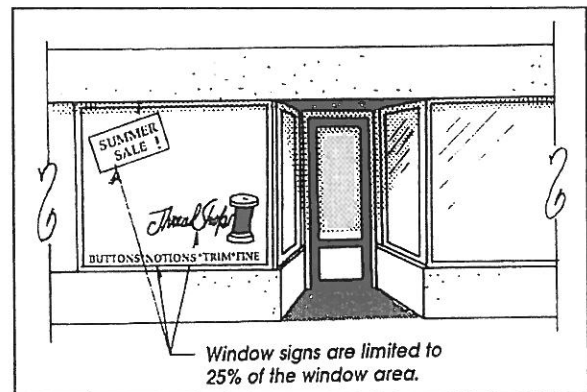
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g. Window Signs

A window sign is a permanent sign painted on or attached to the inside of a window and are designed to be viewed principally from outside the business by pedestrians and motorists using the adjoining parking lot.

- (1) To minimize clutter, window signs should not occupy more than twenty-five (25) percent of the total area of the window in which they are displayed.
- (2) The sign copy of window signs should be proportional to the glass surface area.
- (3) Signs should be restricted to ground floor windows facing the primary street frontage or adjoining parking lot.
- (4) Temporary window signs should be allowed to identify special events and sales provided they are removed immediately following the event.



h. Monument Signs

A monument sign is a freestanding sign of a human scale and is at ground level. Generally, monument signs are of a higher architectural quality than other freestanding signs, such as pole signs.

- (1) Monument signs should not identify more than four (4) tenants.
- (2) A minimum of 10 percent of the sign area of a monument sign should be dedicated to the identification of the street address. Multi-store developments in the Downtown should display the range of store addresses for that development on their sign.
- (3) Monument signs should be placed perpendicular to the street and located to ensure that vehicular and pedestrian sight distances at entry driveways and sidewalks are not impaired.

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h. Monument Signs (continued):

- (4) Monument signs should be setback from the public right-of-way a minimum of five (5) feet.
- (5) Monument signs should be a maximum of five (5) feet in height;
- (6) Monument signs should have a maximum of fifty (50) square feet of sign area per sign face with no more than two sign faces.
- (7) Monument signs should be constructed of a solid architectural base and side, of durable, long-lasting materials. Each sign should incorporate a base which is a minimum of 12 inches in height. The materials used should match an architectural element(s) of the development itself. Each monument sign should incorporate sides or flanking pilasters which have a minimum dimension of 12 inches by 12 inches, extending at least to the top of the sign.
- (8) Monument signs should be located and constructed to allow for natural surveillance on all sides and to prevent opportunities for hiding places.

